



JRCWRI
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CORPORATE
SPONSORSHIP
PROPOSAL

January 2011

THE JAMEL ROBINSON
.....
CHILD WELFARE REFORM INITIATIVE

"UNITED WE SERVE" 2011 INITIATIVE

A Call to Service
Saturday, May 21, 2011
Jamaica Queens, New York



Hosted by
The Jamel Robinson Child Welfare Reform Initiative
in partnership with (K.O.S.S.) Keep Our Streets Safe, Inc.

OUR MISSION

The mission of the "United We Serve" 2011 Initiative is to mobilize youth, children, and families in the inner-city community of south side Jamaica Queens, to participate in revitalizing their neighborhood through a massive clean-up and beautification effort dubbed "United We Serve" 2011 Initiative; with the overall goal of restoring a sense of pride, hope, community, unity, and dignity in inner-city communities throughout New York City, launching in south Jamaica.

ABOUT "UNITED WE SERVE"

President Obama called on all Americans to help in our nation's recovery by volunteering in their communities in June 2010. In June 2010, at the White House in Washington, D.C. President Obama launched United We Serve.

The "United We Serve" 2011 Initiative is a call to service, unity, and civic engagement to inner-city communities throughout New York City.

The "United We Serve" 2011 Initiative was established by child welfare reform advocate and former foster child Jamel Robinson, who was inspired by President Obama's commitment to community.

JAMEL ROBINSON CHILD WELFARE REFORM INITIATIVE

The Jamel Robinson Child Welfare Reform Initiative is a grass-roots advocacy organization that advocates for the advancement of youth in, and transitioning from foster care in New York City.

The mission of The Jamel Robinson Child Welfare Reform Initiative is to provide advocate support to youth in foster care, to assist the city, state, and the federal government, in improving the overall outcomes and the quality of life to all youth in foster care in New York City, and to submit recommendations and solutions to the issues, challenges, and concerns of New York City's most vulnerable, neediest, and disadvantaged children, youth in foster care; with the over goal of initiating systemic child welfare reform.

Committed to service since the tender age of **15** years old, serving as liaison of a block association, and now at the youthful age of **23** as the founder and CEO of The Jamel Robinson Child Welfare Reform Initiative, Jamel Robinson will launch "United We Serve" 2011 Initiative, in the former inner-city community where he was born and raised. His goal is to launch this initiative in South Jamaica as a call to implore civic engagement in inner-city communities throughout New York City.

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EVENT OVERVIEW

The "United We Serve" 2011 Initiative is a day dedicated to public service, community improvement, and a shared commitment and responsibility to a cleaner and healthier community.

This initiative promotes pride in one's self and community. Our mission is directly aligned with that of President Barack H. Obama - a commitment to service, community, unity and civic engagement.

NAME

"United We Serve" 2011 Initiative

DATE

Saturday, May 21, 2011

LOCATION

105-15 177th Street, (beginning at the corner of 177th in 106th Avenue)
Jamaica, New York 11433

TIME

10:00 A.M. - 4:00 P.M.

ATTENDANCE

Approximately **75-100** participants from the local southeast queens community.
An additional **50** guests are expected to attend (including politicians, celebrities, corporate and civic leaders. "Movers & Shakers".

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BOARD OF DIRECTORS

The duty of the Board of Directors of The Jamel Robinson Child Welfare Reform Initiative is to act in interest on behalf of the thousands of youth, children, and families that will benefit each year, from the services we provide. Furthermore, to ensure effective governance of the organization and evaluate new ways this organization can continue to progress in achieving it's mission. Our belief is that there is a direct correlation between the quality of the organization's board and the overall performance of the organization.

POSITIONS

Jamel A. Robinson, Chair
Chairman of the Board, President and Chief Executive Officer, The Jamel Robinson Child Welfare Reform Initiative

Elise Banks, Ph.D., Vice-Chair
Professor, Founder, Director of RMI, Inc.

Michael A. Baston, J.D., Vice-Chair
Educator, Attorney, Interim Vice-President at La Guardia Community College

Tasha S. Baston, B.A., Secretary
Educator, Founder, Chief Executive Officer of W.I.N.G.S.

Nale N. Jafte, B.A., Treasurer
Professional Clinical Social Worker

MOTTO

Together we can work to dedicate our lives to a service bigger than ourselves. We are forging the achievement gap, effectuating change, and transforming lives of those most vulnerable and without a voice.



TARGET NEIGHBORHOOD & POPULATION

The neighborhood where we will launch the "United We Serve" 2011 Initiative is in an inner-city community infamous in years past for drugs and crime. While drugs and crime in this neighborhood are at an all time low, we realize that the community continues to deteriorate due to litter, graffiti, foreclosures, and other conditions.

Approximately, **90** percent of the members of this neighborhood are predominantly African American, and **10** percent are Latino. The neighborhood consists of the working class poor, residential homes with multiple dwellings and local convenient stores.

METHOD OF IMPLEMENTATION

Outreach: Prior to the day of service, we will enlist volunteers to assist in our endeavor by:

- ◆ Canvassing the neighborhood with flyers, letters, brochures and posters of our initiative
- ◆ Attending community meetings to inform residents of our upcoming initiative
- ◆ Meeting with community, civic, business, and religious leaders within the community to solicit their support.



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AGENDA: ACTUAL DAY OF SERVICE

The press conference will start our official launch of the "United We Serve" 2011 Initiative. The press conference will include our partners.

10 A.M.— CONFERENCE COMMENCEMENT

- ◆ Key officials and/or representatives from our corporate sponsors
- ◆ Key City, State & Federal Government Officials from various agencies partnering on this endeavor
- ◆ Prominent politicians both locally and nationally
- ◆ Celebrities lending their voice, imploring service for this initiative
- ◆ Civic organizations, block associations, business, and political leaders both locally and nationally
- ◆ Our media, newspaper, and magazine press both locally and nationally

10:15 A.M.— UNVEILING OF MURAL

We will unveil a **mural of hope and inspiration** on the corner of a major street where the "United We Serve" 2011 Initiative will be launched.

10:20 A.M.— QUESTION & ANSWER PERIOD

A Q&A session on the "United We Serve" 2011 Initiative will take place to field selected inquiry concerning the project.

10:30 A.M.— KICK-OFF

The official kick-off of the "United We Serve" 2011 Initiative call to service will begin.

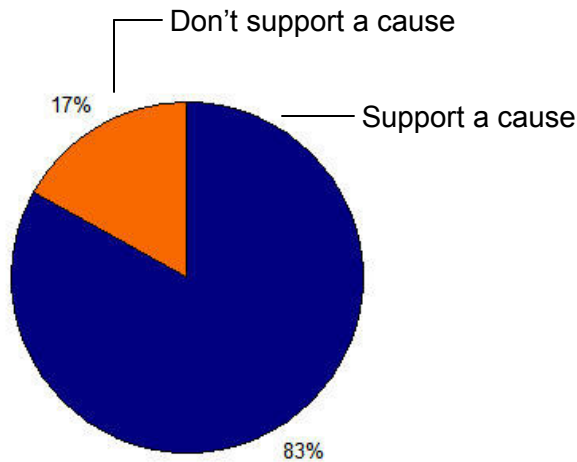
10:30 A.M. - 4:00 P.M.— BEAUTIFICATION & CLEAN-UP

- ◆ Graffiti removal
- ◆ Place litter baskets on corners
- ◆ Plant more trees
- ◆ Make the neighborhood litter free
- ◆ Make the neighborhood more vibrant, bright & colorful

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WHY SHOULD YOU BECOME A CORPORATE SPONSOR?



Where do you stand?

In 2007, Cone, a leader in consumer research, acknowledged that **83** percent of Americans believe companies should support a cause. In addition, research shows that **87** percent of Americans are likely to switch from one brand to another brand that is about the same in price and quality, if the other brands associated with a good cause.

Maximum Exposure

Partnering with The Jamel Robinson Child Welfare Reform Initiative on our "United We Serve" 2011 Initiative is not only a good community investment - it is also a good business investment.

- ◆ It provides an opportunity to foster a culture of philanthropy and investment in inner-city communities which contributes to the success of your corporation.
- ◆ It provides an opportunity to enhance the reputation and philanthropic profile of your corporation.
- ◆ It provides exposure to local celebrities, media personalities, civic, cultural, business, and political leaders.
- ◆ It creates awareness of your corporate identity and portray a positive image to your current stakeholders and a new audience of potential employees and customers.

- ◆ Providing a great opportunity for employee involvement, whether it is team-building in a group volunteer experience, or training for an event.
- ◆ Displaying your logo or name prominently in all printed materials related to the sponsored event or program. Materials may include brochures, posters, invitations, postcards, banners, t-shirts, participant manuals, and more.
- ◆ Recognizing your company as a sponsor, in radio interviews, newspapers articles, online promotional ads to colleges, universities, community-based organizations and faith-based institutions.
- ◆ Recognizing your company as a sponsor in letters to city, state, and federal government agencies solicited for participation and or invited to attend.
- ◆ Recognizing your company in all press material forwarded to magazines, radio stations, media outlets, and media networking sites such as Facebook, Twitter, and etc.



SPONSORSHIP BENEFIT CHART

CHAMPION	ATHLETE	HERO	FRIEND
\$10,000	\$5,000	\$2,500	\$1,000

Visibility

Recognition in radio ads	■	■		
Recognition in print media	Color logo	Color logo	B&W logo	B&W logo
Recognition in email blasts	■	■	■	
Corporate recognition in JRCWRI newsletter	■	■	■	
Name on JRCWRI website (company link)	■			
Name on JRCWRI website (no link)			■	■
Color logo on event banner	■	B&W logo	Name	Name
Opportunity to add promo items to packets	■	■		
Invitation to corporate networking events	■	■	■	■
Corporate team & volunteer opportunities	■	■	■	■
Committee involvement opportunity	■	■	■	■
JRCWRI logo use for promotional opportunity	■	■	■	

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THE JAMEL ROBINSON CHILD WELFARE REFORM INITIATIVE



Corporate Sponsorship Form

Please fill out the following information and return to The Jamel Robinson Child Welfare Reform Initiative with payment and any applicable logo or artwork. To be included in all public relations releases and paid advertising, all sponsorship agreements must be received by **Monday, April 4, 2011**.

Contact Name: _____

Title: _____

Organization/Company: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

SPONSORSHIP LEVEL (See descriptions on Sponsorship Benefit Chart):

Champion (\$10,000 donation) Athlete (\$5,000 donation) Hero (\$2,500 donation)

Friend (\$1,000 donation) I want to donate an item for the hardest working team players at this event.

Item: _____ Approximate Value: \$ _____

EVENT DAY INFORMATION:

Do you plan on attending the event? Y N Event Day Contact: _____

Do you plan on distributing product samples (Champion/Athlete Only)? Y N

PAYMENT INFORMATION (Please choose your method of payment):

Check #: _____ Amount Enclosed: \$ _____

Credit Card #: _____ Exp. Date: _____

Signature: _____ Date: _____

JRCWRI is an independent subsidiary of (K.O.S.S.) **Keep Our Streets Safe, Inc.**, nonprofit 501c(3) organization. All contributions are tax deductible. The estimated budgetary cost for this initiative is \$10,000.00. In the following categories above, we value your support. Please note that any contributions that can be made toward this endeavor (if the above listed amounts are not amicable) is immensely appreciated. If our financial goal is achieved, any overages will be applied to the operating budget costs that will afford The Jamel Robinson Child Welfare Reform Initiative the opportunity to continue to provide much needed services to our city's most vulnerable youth. For more information, please contact **Vicky Lynch** at 718-878-0370 Ext. 102 or at vlynch@jrcwri.org.

Please make checks payable and return this form to:

The Jamel Robinson Child Welfare Reform Initiative
135-38 123rd Street, Suite 102, South Ozone Park, NY 11420